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The Library Binder

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June, 1968

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Dudley A. Weiss, Executive Director & General Counsel
Melvin B. Summerfield, Public Relations Director

About the Cover

A montage featuring a number of posters published by LBI. The poster has become an annual program welcomed by librarians all over the United States and in many foreign countries. In all cases it has been addressed to young people pointing out the advantages of using the library as a stepping stone to their future.

Use of the Poster is not limited to libraries. Banks, Insurance Companies, Civic organizations, Clubs, etc., all find it a desirable addition to fund raising and library week programs.

The newest poster will be available about September 15, 1968. It can be obtained through any Certified Library Binder. A few of the older posters are still available and may be obtained by writing to the Library Binding Institute.

THE LIBRARY BINDER is the official publication of the Library Binding Institute and is published semi-annually.

Membership in the Library Binding Institute is open to any qualified library binder interested in promoting and maintaining the highest standards in binding technique. Information concerning certified, associate and institutional membership available on request.

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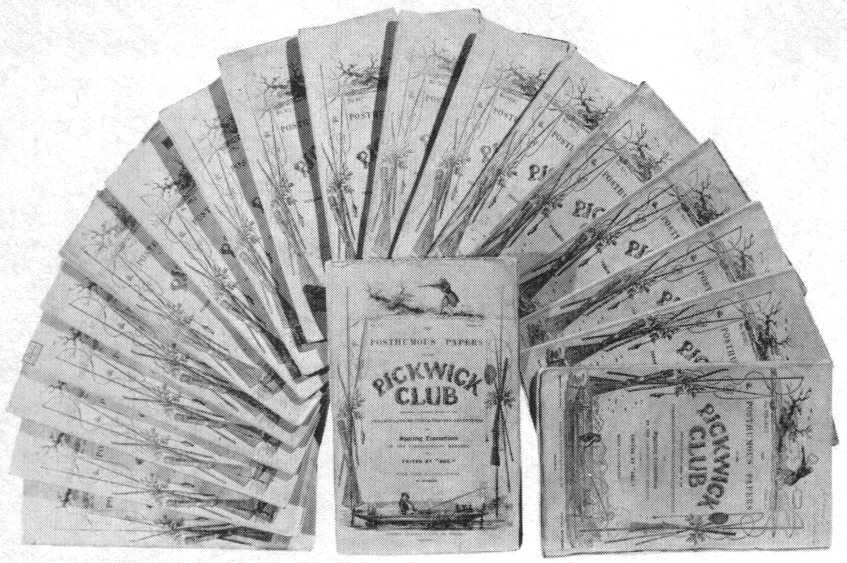
RARE BOOKS AND RARE BOOKMEN

Rare original set of Dicken's *Pickwick Papers,* whose price has gone as high as $28,000.

Lilly Library

By JOHN R. PAYNE

Reprinted by permission of the author and the Saturday Review, *in which it first appeared on February 10, 1968.*

A FIRST edition of Ernest Hemingway's *For Whom the Bell Tolls* is selected from a bookseller's dusty shelf for $8, and the four Shakespeare Folios containing the Comedies, Histories, and Tragedies are sold at public auction for $210,000. Charles Dickens's *Pickwick Papers,* as issued in their original monthly parts in 1836-37, are sold for $350, and the two-volume account of Lewis and Clark's expedition to the Pacific brings $35,000. The persons buying these books may be among the considerable number each year who discover the excitement of collecting old and rare volumes and who, together with antiquarian book dealers and rare-book librarians, constitute a congenial, intelligent, book-centered society.

Of the three, the private collector is most important, as his desire and demand for books is the *raison d'être* of the dealer and librarian. His shelves are lined with the works of John Milton in seventeenth-century calf bindings and with first editions of Thomas Wolfe and John Galsworthy. Victorian novels are in juxtaposition with books on the American West illustrated by Charles Russell and Frederic Remington. William Blake's *Jerusalem* lies open for the appreciation of book friends, while the collector shows his latest purchase of books sumptuously bound in leather and richly tooled in gilt.

First editions are preferred by many collectors. They directly represent the author's dreams and desires and were often published during extreme hardship and suffering. Stephen Crane had to borrow money to publish his first book, *Maggie: A Girl of the Streets,* in 1893, since no publisher was willing to risk a financial loss. This same *Maggie* later cost a private collector $3,700.

The relationship between collector and dealer is an individual and personal one based upon integrity and expertise; a good private library requires years of coordinated work by both parties. By searching book catalogues, buying at auctions, and querying other collectors, the dealer helps to fill lacunae and assists in the creation of a notable library. In addition to his ability to secure books, his advice and experience are highly valued, and a collection would suffer as greatly from his lack of interest as from its owner's.

The librarian's role begins after an important private collection has been donated or sold to an institution, thus creating a demand for a rare-book curator who will properly preserve and administer the books. This symbiotic relationship among the three partners in the rare-book world is based upon a mutual love for old and rare books and assures their availability for future students and scholars.

While book collecting in America dates back to our earliest settlers, it was in the mid-nineteenth century that bibliophily reached new heights of sophistication with the collections of John Carter Brown of Providence and James Lenox of New York. Their libraries were formed with the assistance of two London booksellers, Obadiah Rich and Henry Stevens, and the personal relationships that developed among these men were characteristic of the close associations between future collectors and dealers. In addition to the early American material that formed the strength of both these libraries, Lenox owned the first Gutenberg Bible in America.

As book collecting continued and the vogue for collecting English and American literature reached its peak in the 1920s, there were many wealthy American collectors competing for the top rarities. Among them were Beverly Chew, William A. Clark, Jr., William L. Clements, Carl Pforzheimer, and Owen D. Young. Their libraries emphasized the historical, cultural, and artistic importance of books and helped establish America's position in the rare-book world.

Overshadowing even this formidable group were the three giants among American book collectors—J. Pierpont Morgan, Henry E. Huntington, and Henry C. Folger. Between 1890 and 1913, Pierpont Morgan formed a library without peer in America in medieval and Renaissance manuscripts, incunabula (books printed in the fifteenth century), and fine bindings. Similarly, Henry Huntington, with the assistance of book dealer George D. Smith, collected 175,000 volumes of English and North American literature and history within twenty years. Folger bought only material by or about William Shakespeare. Supplementing Shakespeare's works with Tudor and Stuart history and literature, he collected more than 90,000 books and pamphlets and 20,000 manuscripts.

During the 1920s, book prices boomed, reaching a peak with the sale of Jerome Kern's library in 1929. This was the most widely publicized, the most spectacular, and certainly one of the most successful book sales ever held, with the total sales amounting to $1,729,462, and the average price per lot $1,167. By 1931, however, the rare-book market had declined following the fall of the stock market in 1929, and book prices fell.

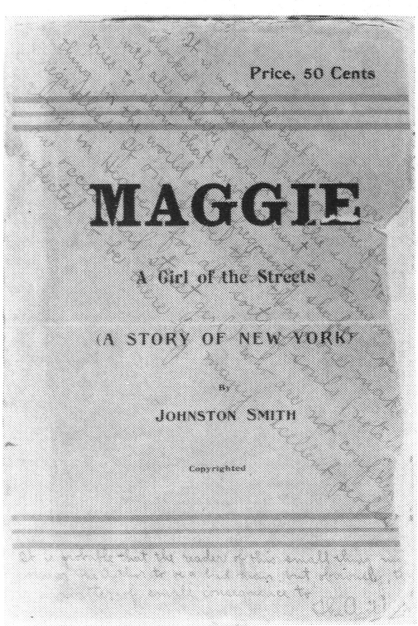
Prices paid for original manuscripts and printed books during the boom period are of interest: $20,000 for forty-nine pages of the original manuscript of Lord Byron's *Don Juan;* $19,500 for a four-page autograph letter signed by Edgar Allan Poe—the highest price ever paid for a letter of an American literary figure; $11,000 for a single page of the manuscript of Johnson's *Dictionary;* and $150,000 for the original manuscript of *Alice in Wonderland* with two copies of

John R. Payne, a graduate of Texas Christian University, received his M.L.S. degree from North Texas State University in 1967 and is presently Lilly Fellow in Rare Books at Indiana University.

the 1865 edition. Among the record prices paid for first editions were $5,250 for Boswell's *Life of Johnson* with autograph letters from both Boswell and Johnson; $29,000 for Henry Fielding's *Tom Jones;* $28,000 for Dicken's *Pickwick Papers* in their original parts; and $8,752 for Charles Lamb's *Poetry for Children*. The famous book dealer A. S. W. Rosenbach bought a better copy of the Lamb twenty years later for $400 and took the Kern copy home as a curiosity. Today's prices for comparable material are generally much lower, whereas current inflated prices are in nonliterary fields.

The tradition of great book collecting has been continued with increasing sophistication and knowledge over the past thirty years by a number of bookmen, both collectors and dealers. Representative of this group are H. Bradley Martin of New York and the late Josiah K. Lilly, Jr., of Indianapolis. Mr. Martin's collection of ornithology is one of the most complete ever assembled by a private collector and is the result of close cooperation between him and two fellow ornithologists and bookmen, C. Kirke Swann and Eric Lundberg. Among its many rarities is John J. Audubon's magnificent four-volume set of *The Birds of America* (1827-1838), a fine copy of which sold at auction in 1966 for $60,000.

The library of Josiah K. Lilly, Jr. (1893-1966), was unique in its variety. Lilly bought first editions of works of English, American, and Continental literature, early discovery, medicine, as well as books in other areas. This collection (which in 1956 was given to Indiana University) consists of 20,000 volumes valued at $5,000,000, and reflects the taste and personality of both its owner and the book dealer responsible for the majority of sales, David A. Randall. The friendship that developed between Lilly and Randall was evidenced by Randall's being made librarian in charge of the Lilly Library.



Lilly Library

A copy of Stephen Crane's first book (under a pen name), published on borrowed money, cost a private collector $3,700.

Even though the boom and bust of the 1920s resulted in a saner, more conservative book trade, another "Golden Era" now seems to be approaching. In some areas of collecting, prices are currently equaling, if not surpassing, many of those realized in the 1920s—but there is a major difference between the two periods. In the 1920s, books were purchased by private collectors who eventually resold their libraries, resupplying the book market. Today many books are being bought by universities that will forever remove them from circulation except on rare occasions when libraries sell their duplicate copies. Collectors and institutions realize that this is possibly the last opportunity to acquire these particular copies and are necessarily reaping an expensive harvest.

In the Thomas Winthrop Streeter collection of Americana currently being sold at Parke-Bernet Galleries in New York, record prices are being realized in almost every instance. Top price for the first sale, in October 1966, was $56,000 for the Pigafetta *Le Voyage et Navigation,* an early account of Magellan's voyage around the world, printed in Paris in 1525. The highest price in the second sale, in April 1967, was $80,000, paid by Harvard College Library for *A Platform of Church Discipline,* Cambridge, 1649 (the "Cambridge Platform," as it is generally called). In the third sale, in October 1967, the *History of the Expedition under the Command of Captain Lewis and Clark . . . to the Pacific Ocean . . .* brought $35,000; the "Northwest Ordinance" with manuscript signature of "Chas Thomson secy.," accompanied by a letter of transmittal signed by George Washington, brought $33,000; and the only known copy of the first Illinois imprint (Kaskaski, 1814) brought $30,500. Before the first sale, it was estimated that the total of all twenty-two sessions (ending in 1969) would be near $2,000,000, thus making it the greatest book sale in history. This has since been proved an underestimate, for at the end of nine sessions the total sales were $2,090,490!

The collector may obtain his books from a dealer who runs a general antiquarian bookshop or from one who specializes in a particular area. The stock of the general antiquarian is usually large and varied and a haven for browsing. Its most characteristic aspect is a disorder that delights the collector, for stacked away in a dimly lighted corner may be a first edition of a favorite author he has been seeking for months or years.

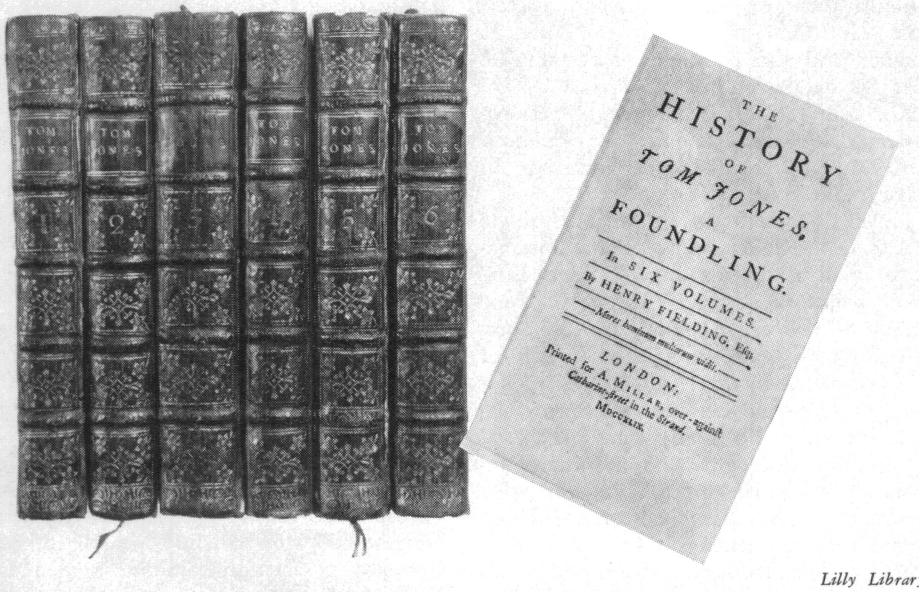
Whereas the general antiquarian bookstore offers good opportunities for picking up the more common out-of-print titles, the specialist dealer is limited to books in a chosen field—Texana, the Renaissance, art and music, etc. At the end of World War II the antiquarian specialist was forced by high overhead to move from the metropolitan centers and conduct business by mail, often from his home. Printed catalogues describing books for sale are mailed to customers, allowing them to order directly from the dealer.

The wealthy collector may desire to expand his collection to include the truly rare books such as incunabula and sixteenth- and seventeenth-century English and Continental authors. Books of this stature have always been highly valued, and the collector will find himself in the company of such discriminating men as Huntington and Folger and their successors who are seeking the same material and are willing to pay high prices for the top rarities. At this point bookselling becomes more professional, and top rare-book dealers carry on an international trade of choice books with select clientele.

Among American rare-book dealers. the most famous was A. S. W. Rosenbach. Throughout the 1920s, such collectors as Morgan, Folger, Huntington, White, Pforzheimer, Young, and Kern sought his advice and his books. It was "Dr. R," as he was known by his friends, who paid $40,600 for a Shakespeare Folio, $106,000 for a Gutenberg Bible, and $151,000 for a Bay Psalm Book. Over a period of ten years he spent $25,000,000.

The rarer, more expensive books which form the important private libraries are generally sold at public auction. When a library comes up for sale, an auction catalogue describing the books is printed and mailed to potential customers, including dealers, private collectors, and institutions. On such occasions the importance of the book dealer is felt more than at any other time, for he must examine the books desired by his client to determine their authenticity and to see that no undescribed faults are present, and then bid against other professional bookmen.

Perhaps the most famous example of carelessness at a major auction concerns the sale of Henry Fielding's *Tom Jones* in the Jerome Kern sale (1929). This was described as "A beautiful copy in rare uncut condition, and in sound original binding." It fetched $29,000 from Dr. Rosenbach and was later sold to Owen Young for $31,900. In 1931 Young began to dispose of some of his books, and the well known dealer Gabriel Wells sold this *Tom Jones* to Lord Rothschild. In 1940 this set was discovered to have been "made up" by the insertion of a dozen substituted leaves from a later edition, and Rothschild entered suit against Wells and Young. This put Dr.



Lilly Library

The History of Tom Jones, A Foundling. **Six volumes in their original calf binding with gilt tooled spines, and Title Page of volume 1.**

Rosenbach in an indefensible position, for he had to admit either that he had never examined the set—and was therefore careless about $29,000 purchases—or that he had examined the set and did not detect the fraud. As John Carter and Percy Muir, two eminent English book-dealers, summed up the dilemma in *The Bookseller,* ". . . seldom has so publicized a book passed through such a succession of distinguished hands, to be accused of such glaring imperfections at the end."

The last decision to be made by all book collectors concerns the ultimate fate of their libraries: Should the books be sold at public auction or to a dealer, or should they be sold en bloc or donated to an institutional library? Collectors who choose the first alternative agree with the eminent American collector, Robert Hoe: "If the great collections of the past had not been sold, where would I have found my books?" Thomas W. Streeter expressed the same sentiment and sent his library to the auction block.

Other collectors offer their books to institutions, usually college or university libraries. This decision is sometimes more easily made, due to the 30 per cent federal income tax deduction now allowed for gifts to libraries. Also the collector may be assured that his library will remain together—insofar as it is owned by one corporate body—and that it will be continually expanded within its defined limits. The universities, of course, benefit by receiving an invaluable collection of books to supplement their academic curriculum. An example is Michael Sadleir's collection of the nineteenth-century English novel sold to UCLA in 1951, which provides opportunity for study previously unavailable in the academic world.

Of those private collections already mentioned, the Pierpont Morgan Library was made into a public trust in 1924. The Henry E. Huntington Library and Art Gallery was established in San Marino, California, in 1919-22, as a public trust, and the Folger Library was given to the nation in 1928 under the administration of the trustees of Amherst College.

The Wrenn Library, presented to the University of Texas in 1918, with the subsequent addition of the Aitken and Stark collections, has made the university's library one of the most notable in English and American literature. The William L. Clements Library, given to the University of Michigan in 1922, is pre-eminent in American Revolutionary material. And the William Andrews Clark Memorial Library, presented to UCLA in 1934 with an endowment of $1,500,000, is strong in English literature of the seventeenth to nineteenth centuries and fine printing of the nineteenth and twentieth centuries.

Even though private collectors have been giving their books to university libraries since 1638, when John Harvard bequeathed his collection to Harvard College, only in the past twenty-five years has the real value of such books to academic programs become evident. Until recently they were regarded as museum pieces and placed in locked vaults to be exhibited only periodically. But now there is an appreciation of rare books as primary source material for research and publication, and the institutional libraries are rivaling private collectors for their purchase.

If the increased demand for rare materials by university libraries has inflated prices beyond the reach of many private collectors, it has also provided new and excellent customers for the rare-book dealers and, in turn, assures the continued and increasing need for rare-book librarians to care for the growing collections.

She's Rare Master Bookbinder

"My work is a labor of love," says Liseotte Stern, one of the world's few women master bookbinders.

It's a good thing, too. For although the profession is far from crowded, the absence of competition doesn't mean big money.

"For some reason people complain if they have to pay $10 or $15 for which they originally paid only $6.50," she says.

"They don't realize that sometimes 15 or 20 hours of labor go into the repair of an older volume."

Mrs. Stern, mother of three and grandmother of 10 earned the right to call herself a master bookbinder in her native Germany 35 years ago. She has given new life to books dating back as far as the 15th century.

"Each book is a completely different problem. Books that are brought to me may have been damaged by water, mildew, acid or just may have fallen apart from old age.

"I begin by cutting a book apart and tackling each page individually. The seams of the pages are mended with strips of Japan paper. If a book is badly stained it gets a vinegar bath."

Mrs. Stern is also an expert calligrapher and can copy anything from medieval manuscripts to Arabic script.

This enables her to reproduce a page that may be beyond saving. To "age" such a page Mrs. Stern may soak it in weak tea or coffee until it acquires the same color as the original.

When a page is badly torn or crumbling with age, she glues French silk chiffon-gossamer evening dress material over the entire surface to hold it together. The silk becomes almost invisible and the page must be held up to the light to detect any evidence of repair.

Mrs. Stern, whose husband Karl is a psychiatrist and author, does most of her work for McGill University's Osler and Redpath libraries and for the renowned Shakespeare collection of Montreal industrialist S. T. Fisher.

Reprinted from an Associated Press article as appearing in the Attleboro Sun, April 16, 1968.

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160 State Street, Boston, Mass. 02109

A BINDER REVIEWS HIS INDUSTRY

By WILLIAM S. REYNOLDS, *President, Library Binding Institute*

My Dad was a library binder with a very small business. During World War II, while I was in the Pacific, I debated with myself, when I had time, whether this was what I wanted to do, if and when I ever returned. I finally resolved the matter, and, when in the Admiralty Islands, sent a letter to the Oversewing Machine Company and ordered a new machine to be delivered when the war was over.

I have never regretted that decision. For during the past 25 years, as a library binder, I have been part of the tremendous education explosion which our country has experienced, the dimensions of which were never fully apparent until I was honored by my fellow library binders by being elevated to the Presidency of LBI.

Our industry is basically a service industry whose sole justification is that we are able to make library volumes last longer. Volumes bound by the LBI Standard will last for 100 or more circulations, compared with 30 or 40 for trade editions. We thus enable librarians to prolong the life of their books and periodicals (which is their prime purpose).

The most significant observation I have to make over the past years is the increasing awareness of librarians of the budgetary implications of a sound program of maintenance of library materials. This has created a tremendous demand for library binding. Our industry has about doubled its sales every five years for the past fifteen years. Yet, our price structure, as an industry, has shown increases at about half or less the price increase in books and periodicals.

I think the reasons for this are significant, not only for library binders, but also for librarians. As I see them, there are several reasons.

First and most fundamental is the relationship which library binders have established with librarians. They are our only customers, and we established a closeness which is absent in most commercial transactions. Our shops are, in effect, adjuncts to our customers' libraries, and all our personnel are trained in the concept of service. All of the actions we take individually and collectively through our trade association, LBI, are based on this basic premise. No other industry I know of polices quality through an inspection of every member's plant to determine adherence to quality control. No other industry has the type of warranty of quality which a Certified Library Binder affixes to every volume. Quality and service, these are the firm ideas upon which our industry, through LBI, is founded.

Although that is our goal, we must get the work out. The technology of 25 years ago never would have enabled us to increase productivity to the extent we have and with a minimum of price increases. We have been able to do this by a massive technological change in our production methods. New equipment (much of it electronic, hydraulic and using computers) and new or improved materials, have made this growth possible.

New production equipment and methods, however, are of no avail without parallel advances in management skills. Several years ago, LBI inaugurated a series of programs designed to improve the management skills of our members. Managing a business doing a large volume is quite different from coping with the problems of a small operation. LBI has furnished members with many types of assistance, information and statistics, the use of which has enabled us to meet the challenges of increased demand. I know of no other comparable trade association which has contributed as much for its members in this area of activity.

We, as a young nation, are constantly in the process of change. For in the years which lie ahead we will concentrate on making educational opportunities available to all Americans on a wider scale than years ago we felt possible. Libraries have assumed a key position in this process. As President of LBI, I feel confident that Certified Library Binders have prepared themselves to discharge their part of the responsibility which librarians have for assuring readers that the volumes they want will be available in a form complete and easy to use. For that is the goal both of librarians and their library binders.

THE "INSTANT READING" SYNDROME

Reprinted by permission of Media/scope *and Carroll J. Swan, author, as appearing in the Jan. 1968, issue.*

It was reported recently that a speed-reading teacher, Miss Evelyn Wood, can train you or me to read "Gone With the Wind" in 12 minutes.

It isn't really likely that Miss Wood can do this. But even if she could, would you really want to read this great book in 12 minutes? This would not only be a sad reduction in the hours of pleasurable reading that can be spent savoring a good book but also a sham. This kind of excess in speed reading cannot be *reading* at all, but a pretense of reading.

We in the communications business, it seems to me, are being tricked into an "instant reading" syndrome.

This obsession for fast, fast, fast communication has also trapped many of us into designing magazines for non-readers. The philosophy seems to be: "People don't like to read. But they like to think they are readers. So we will design magazines in such a way that subscribers can flip through them, not be burdened with the exercise of concentrated reading, and toss them aside with the notion that they have really *read* something."

There are the big, full-page pictures—eye-catching but uninformative—that require maybe two-thirds of a second in "reading" time. There are the large areas of white space that assure subscribers they won't have to read more than a few paragraphs. The typographic experts have got themselves in tune with these times, and now recommend extra large type faces, and extra narrow column widths. Twelve on fourteen point type was once standard in headlines; now it is common in body copy. Column width on a three-column page in a standard size magazine used to be 13 picas; now it is being narrowed to 11 picas by modern designers. The whole purpose seems to be to cater to non-readers.

The reason usually given for this trimming of content is that "people don't have time to read anymore." This is hogwash. More persons are doing more reading than ever before in the history of the world—and they have more time to devote to reading.

The real reason, I suspect, is that we are paying too much attention to superficial readers. Instead of concentrating on *communicating* to the persons who have minds disciplined enough to enjoy reading we cater to the make-believe "readers." We are playing the "numbers game" in editorial as well as advertising pages.

The result is that we are exposing our pages to ever larger audiences, but communicating less. What bothers me is that the reduction in communication, it seems to me, has become excessive—and this at a time when there is more need than ever for writers with a message to reach readers with active minds.

There was a day when the way to pump up circulation was by sensationalism. Now the principal journalistic trap is superficiality. We judge ourselves on the basis of how many persons say they were "exposed" to our media—or how many "noted" a page.

We motivate our editors to cut the communication, and maximate the simulated reading. The whole purpose seems to have been subverted to getting people to look instead of learn. And we've sold our

continued on page 24

THE GOLD CRISIS AND ITS EFFECTS

By DUDLEY A. WEISS, *Executive Director and General Counsel*
Library Binding Institute

The gold crisis as it presently exists in the United States, not only has national and international implications, but also transcends the boundaries of the library binding industry. As a result, we feel that a quick review of the present conditions might be timely and beneficial to our readers.

Following World War II, the United States was the only major country in the world whose industrial plant and economy was not substantially destroyed, damaged or dislocated. This, plus the fact that our allies paid for part of the aid we gave them in gold, enabled us to control most of the gold stock in the world, and even that which we didn't own was stored in this country.

The first step in creating a sound financial basis for post World War II recovery was a meeting of the allied governments at Breton Woods in 1945. At this meeting the dollar was established as the base currency of the free world, with the U. S. agreeing to continue to convert the gold it held into dollars at the rate of $35 per ounce. Thus, it was through the efforts of the United States that the economic wounds of its allies (and former enemies) were healed, and the threat of Communist expansion was contained by such measures as the Marshall Plan.

As countries recovered, international trade revived. Normally, in international trade, if Country A sells $1,000 worth of goods or services to Country B, Country B pays for it either in $1,000 worth of goods or $1,000 of services. If Country B, however, does not have $1,000 in goods, it makes up the difference between what it does ship and the $1,000 it owes by payments in gold. This is called the "balance of payments."

After World War II, the balance of payments was, to a large extent, settled in dollars, which many countries preferred to gold; and dollars received their values from the confidence foreign governments, bankers and businessmen placed in the U. S. economy.

Sometime after 1960, the following developments occurred:

(1) The U. S. began to develop a substantial deficit in its balance of payments. That meant that we were importing less than we were spending abroad. These expenditures included many things: paying for the upkeep of our armed forces around the world, aid to foreign governments, tourism, investment by American corporations in foreign countries, and the like.

(2) There was an increase in the use of gold for industrial and other non-financial uses.

(3) The tremendous increase in our industrial economy compared with the increase in the supply of gold meant that the gold was to be divided between two classes of ownership—government which used it for balance of payments and as a base for the monetary system, and industrial and private users. Since there was not enough for the latter group, they started to buy gold from the government stock.

(4) There was a tremendous increase in the supply of dollars in foreign countries, and dollars became, and still are, the most popular medium of exchange in the free world.

(5) The U. S. economy experienced a tremendous growth in output. Our post World War II government operated on a deficit, inflationary economy (that is, they spent more than they collected in taxes). In the opinion of many economists, this was not an unsound policy as long as it was controlled and related to an increase in productivity. This theory was recognized and accepted by foreign governments and efforts were made to develop a new basis for international exchange (Buenos Aires Conference 1966), recognizing the fact that the economies of all free world countries had more or less recovered. The new medium of exchange was to be called "paper gold."

(6) Finally, two critical events further affected the picture: The U. S., during the Johnson administration, determined that it could do two things simultaneously: wage a major war (Viet Nam) and launch major programs of social welfare (The Great Society). This greatly increased our two deficits: excess of domestic expenditures over income from taxes, and excess of foreign expenditures over income from foreign sources.

The results of these practices was a lack of confidence in the U. S. on the part of many foreign interests. Some foreign countries, like France, and perhaps some Communist countries, saw this as an opportunity to humble us, to weaken our military and economic power by cashing dollars for gold. Speculators calculated that we would devalue the dollar by increasing the amount of dollars we would pay for gold, and foreign businessmen and bankers began to question the practice of accumulating dollars. This precipitated the current crisis.

There are probably many solutions to the present problem, but basically, if we are to maintain the gold standard as the foundation of international trade, the following must be done by the U. S.:

(1) Within the U. S. our house must be set in order financially—this means that we must eliminate or reduce our deficit. We can't continue to spend more than we collect in taxes.

(2) Outside the U. S., we must bring our expenditures overseas in line with our income from overseas.

Furthermore, the gold bloc countries must adopt interim policies until the SDR's (Special Drawing Rights) under the IMF (International Monetary Fund) plan to create new reserve assets of "paper gold" to replace gold and dollars comes into effect, and this won't happen until our international payments are in balance.

The first step toward solving the problem was to create a double gold market—one involving governmental and the other non-governmental trading in gold.

If we are able to put our house in order, these steps will resolve the problem. If not, we will have to abandon our present commitment to buy gold at $35 per ounce (for we will have no gold left) or we will have to raise the official gold price sharply, perhaps to $70 or $80 per ounce. Either of these actions would be a drastic step, but if our reserves drop below $10 billion, we will most likely adopt one or the other. Either of them could have a serious effect on other economies, causing a major setback, with both political and economic consequences proving harmful to the U. S.

While the Congress and the President normally make economic decisions coincident with political motives and actions, they will probably take positive steps to quickly bring our house in order, for the problem is of crisis proportions. Hopefully, the solution will come before it is too late. Among the actions to expect are: a cutback in social welfare spending, an increase in taxes and a cutback in foreign investments and foreign aid. In addition, if the Vietnam War escalates any further, some form of wage and price controls will be inevitable, signifying the end of our idea that both guns and butter can exist together. We do have the wherewithal to do everything we want to do (i.e., all our social programs and the war) if we want to submit to higher taxes. The difficulty here is that we have no firm and set list of priorities for the American people to debate—to either accept or reject.

Acting on the assumption that we will take steps to bring our house in order, the following will most likely occur:

(1) Certain of the inflationary pressures will give way to deflationary pressures. For example, if taxes increase, the deficit will be lessened and the balance of payments gap will be shortened, with a corresponding drop in interest rates (the cost of money). Hence,

if you are making long term money commitments (as in mortgages), be sure you provide for refinancing if interest rates drop.

(2) Certain inflationary pressures will continue, primarily in the form of wages. If this pressure does continue, some type of wage-price control will be enacted, particularly if the Vietnam war escalates.

(3) Some cutbacks will take place in aid to education. This will effect book sales. It should, however, help library re-binding and pre-binding because our economic participation as an industry is to be found in the extent to which we prolong the life of library volumes.

(4) Genuine gold for library binding use might be restricted.

(5) Taxes will increase and will be paid during the year profits are earned. Hence, you will have to plan your cash flow very carefully.

While the above thoughts are contingent upon the continuance of the Vietnam War, an entirely different set of problems would exist were the war to end, including a mammoth effort to rebuild our cities, education of our children (in fact, the 25-35 age level will have voting control), the building of homes on an accelerated basis, heavy investment in resolving the problems of pollution of air and water, and exploration into space and into the depths of the ocean. Our present productive capacity will expand far beyond what we now think possible, and its basis will be the computer as part of an intellectual revolution. The library binding industry will experience an expansion which will make that of the last few years seem small.

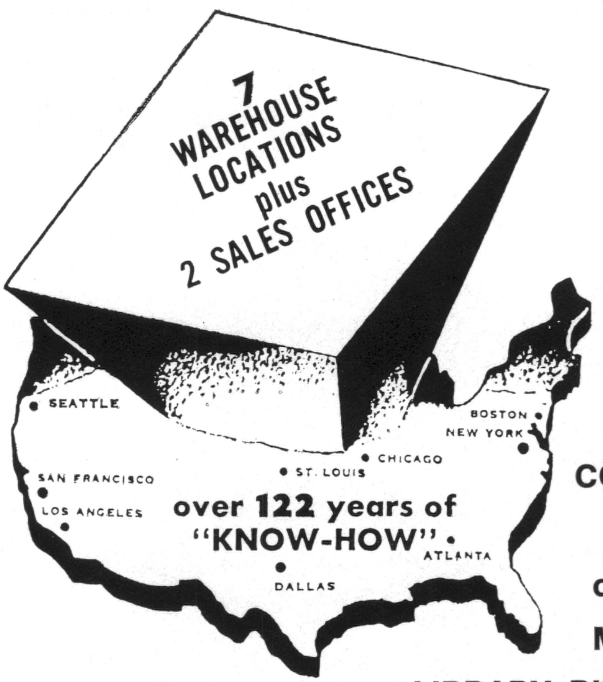
One last comment to be made regards the often-made comparison between the years 1929 or 1931, with the year 1968. Yes, there are points of resemblance, but these are superficial, because you can't compare the two periods in a meaningful way. First, we now know more about managing our economy than we knew 30-odd years ago. Second, we have built-in statutory machinery to prevent a depression similar to that of the 1930's. Third, economists and financial leaders of both political parties see eye-to-eye with regard to the basics of money management, although with minor variations of emphasis.

Finally, much of our problem domestically as well as abroad (apart from Vietnam and our military bases all over the world) is the result of the powerful and dynamic economy that we have created since the end of World War II.

Our great weakness, the one which must be solved, lies in our Vietnam involvement, our predisposition to solve economic problems with political motives and solutions, and the reluctance of political leaders to face up to problems seasonably.

WILLIAM DOOGAN PROMOTED

William Doogan, formerly Vice President-Operations, has been promoted to Executive Vice President of The Brown Brothers Limited, Toronto, according to a recent announcement by Thomas B. Chipman, President. Mr. Doogan's promotion is one which is well deserved and gives recognition to the increasing management responsibilities which he has assumed with the company in recent years. It might also be noted that Mr. Doogan is presently serving as Vice President of the Library Binding Institute.



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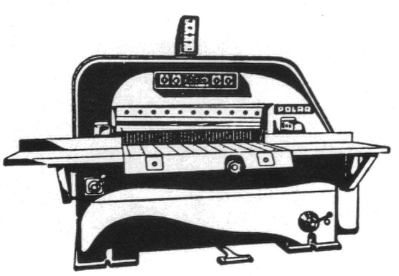

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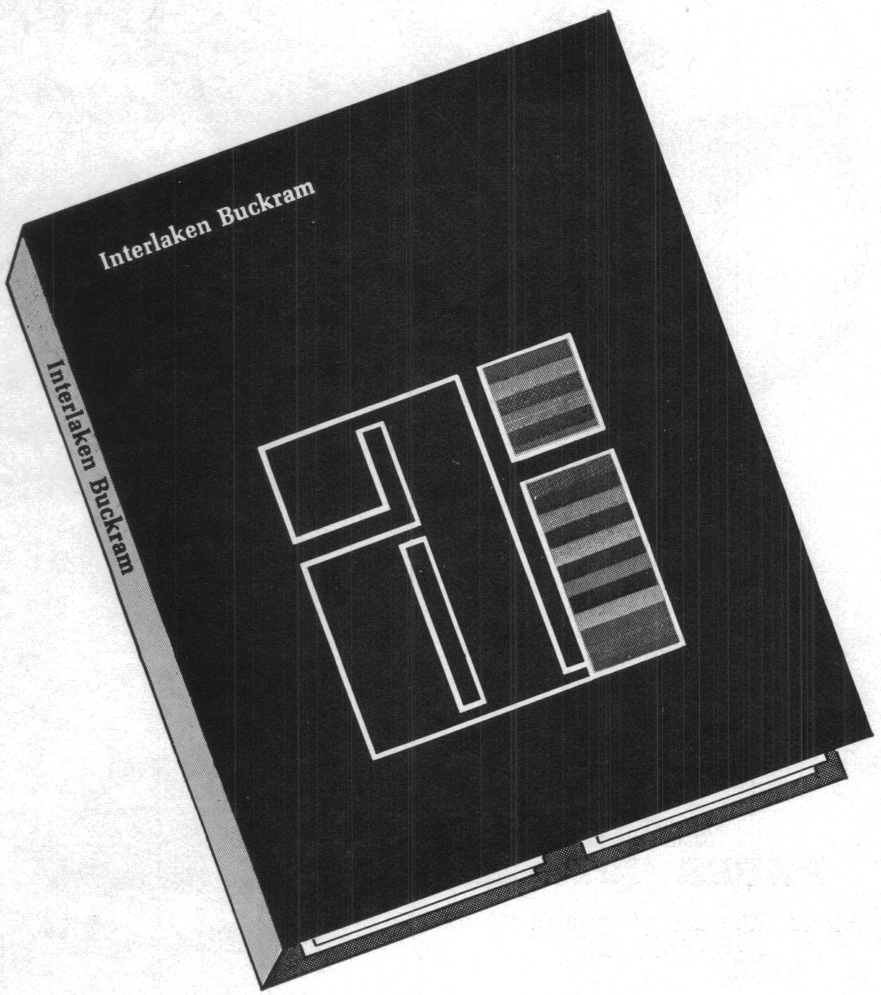

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INDIANA LIBRARY ASSOCIATION SPONSORS ESSAY CONTEST

The Indiana Library Association, in conjunction with more than 80 participating communities in the state, has sponsored an essay contest on the topic, "What I expect of my library." The awards were presented on Wednesday, April 24, during National Library Week, in the conference room of the Heckman Bindery, North Manchester, Indiana.

Clifford E. Lange, assistant Director of Lake County Public Libraries, gave an initial address, following which Steve Heckman presented awards to first place winner, Miss Sandy Tussey of Schererville, and second place winner, Miss Nancy Stroud of Bluffton. Also present at the ceremonies were Mrs. Mason, librarian of the Bluffton Public Library, Miss Pozenzanac, librarian of the Schererville Public Library, and Miss Stroud's mother, also of Bluffton. After the presentation, a luncheon was hosted by the Heckman Bindery and the girls were given a personal tour through the plant.

The winning essay by Miss Tussey, a 12th grade student at Lake Central High School, exhibits such quality both in content and style, that we feel it would be of great interest to our readers:

What I Expect of My Library

In order to fulfill my needs and expectations, the public library must offer the community a desirable place to visit and a suitable atmosphere to work in. The library must retain an air of quiet and solitude before it can become an aid to the community, especially to the student population.

The perfect library, to me as a high school student geared toward college, creates a feeling of relaxation. Upon entering this library, I feel that I have a place there, and I am so comfortable that I am able to do my best studying and researching while in this location. An integral part of the library is a desirable work area. The library must lend itself ideally to concentrated study. Relative isolation in this work area is vital to the library set-up if it is to be beneficial.

Steve Heckman, left, general manager of Heckman Bindery, presents awards in Indiana Library essay contest. First place winner of $100 is Sandy Tussey, Schererville, second from right, and second place winner of $50 is Nancy Stroud, Bluffton, second from left. Clifford Lange, assistant director of Lake County Public libraries, right, gave an address at the presentation ceremony.

After the library has afforded a desirable atmosphere to bring me there, it must be able to meet my needs. In my type of work, reference materials are of the utmost necessity. The information I seek may vary from the ancestral origin of the orangutan to the reasons behind J. D. Salinger's contemporary treatment of his characters. The extensiveness of these materials is a keynote to successful researching. The library cannot stop with a complete availability of encyclopedias. There must be an array of almanacs, journals, composites of criticism, handbooks on a wealth of subjects, collections of quotations, and a general sprinkling of nearly anything desired. The research department must contain a comprehensive file of numerous magazines related to a variety of subjects. The Reader's Guide to Periodic Literature should ideally lead the student to at least some facet of the topic in question.

Along with an available supply of materials, the library must furnish knowledgeable librarians with a will to assist. The student very often possesses only an inkling of what he wishes to obtain, and only through the skilled guidance of the librarian will he be able to profit from the resources offered.

An orderly system is necessary in order to present material beneficially. Also, the student must be able to understand the workings of the library to the extent that he feels at home there. Many students fail to seek out information at the library merely because they lack the knowledge to use it properly. Thus, if the library can offer a system and make it known to the student by some means of explanation, its benefits could be enjoyed by more students requiring assistance.

The library must uphold a close contact with the other branches of the Lake County system. In this manner, the library can possess a knowledge of all the materials of the other branches, and thus I may benefit from them when my library cannot meet my immediate need.

I expect my library to keep up with the perpetual motion of time. Outdated material is of little value in today's world. The library must be forever seeking the latest in information. Only through a current supply of materials can the library be a real asset to the student's life.

My library must be a "living" library. It must be an integral part of the community. Through various programs, the library may become an organization moving within the community to touch upon the lives of all the people. Children may grow toward the library through programs designed specifically for them. Discussion groups may serve to initiate interest in the library for people who hesitate to use it on their own.

Records and audio-visual aids can be of tremendous assistance in the library. Too often the importance of

this facet of research is overlooked by the student. The library should present such material in an appealing manner to the student who may gain knowledge from their use.

The library should become a major influence in a student's life from an early age. The child who is able to grow through a familiarity with the library will have an advantage as he grows older. He will feel comfortable in a library setting and will work well with the library's offerings.

The success of the library in my life depends equally upon what I do to help myself in the library. In order to offer the fullest program, the library must expect certain things of me. I must feel an obligation to fulfill a responsibility to the library. Care of the materials and facilities must be my major responsibility. I cannot expect the library to render the highest quality material and furnishings if I fail to keep them in top condition when I am allowed to use them. Secondly, I must respect the rights of others to their use of the library as well. All told, I must hold a general respect for the library and what it does for me.

My public library has played an important role in my life since I was very young. I have been fortunate in having a pleasant experience with my library. The general trend of my expectations have been fulfilled, and what is lacking is a result of expected circumstance. Although I expect much of my library, I am pleased with the opportunity it offers me to better myself.

HER JOB: OPERATION LIBRARY BOUNCE-BACK

Reprinted by permission of The Boston Globe *and Jean Caldwell, Staff Correspondent, as appearing on Feb. 1, 1968.*

Miriam Root has recatalogued five libraries and made every edition of "Who's Who in American Women," but today she faces her biggest challenge. She has to rebuild the 16,000 volume library that was destroyed when Holyoke Community College's main building burned down Jan. 4.

Long before the flames reached the rows of books in the second floor library, Miss Root had begun Operation Library Bounce-back. Less than two hours after the fire alarm drove students and staff to the street, Miss Root phoned Springfield Public Library asking for all available material on how to salvage water-damaged books.

Twenty-four hours later, the flames could be seen licking the neatly drawn shades in the library and Miss Root admitted that 16,000 books and three and a half years of work were gone.

Miss Miriam Root, with library assistant Alan Campbell and Coed Priscilla Biolette, works to restore library.

Her assistant Mrs. Virginia Malone came over to commiserate. "I guess I'm out of a job," she said.

"Don't be silly," snapped Miss Root. "Now we've got to work twice as hard." With that, Miss Root moved library operations into her small apartment a few blocks from the school.

Sitting on a tiny footstool in her apartment, she ticked off her plan of action and her problems in rapid fire fashion.

She's a go-getter who likes "to have next week's work done yesterday." Before anyone had figured out where classes would meet, Miss Root had dashed off letters to other college librarians in the area asking if Holyoke Community College students could use their reading facilities and asking if they would donate any duplicate books.

Nearby Mount Holyoke College—in the midst of remodelling its library—invited Miss Root to come over and choose what she wanted. The University of Massachusetts pledged a sizable number of books. Windham College in Putney, Vt. heard about the fire and offered 300 volumes.

At Miss Root's direction, students and faculty members set up collection boxes for books in Holyoke stores and public libraries.

Miss Root's apartment is bulging with typewriters, cartons, card files in shoe boxes—and, people.

Library assistant Alan Campbell, pipe clenched in his teeth and shoeless feet propped on a chair, leafs through a catalog making notes on a sheaf of papers. The typewriters chatter constantly. Coed Priscilla Biolette bustles to and fro speaking to other workers and making periodic checks on the coffee pot which is being constantly refilled.

Miss Root laughs at the clutter.

"Just wait until exams are over and I get some more students in here to help," she says. "You'll lose your seat if you get up."

The only books salvaged were those in circulation—hopefully nearly 300—those ordered but not received, and the periodicals which keep a coming in on schedule. Replacing the periodical file will be all but impossible Miss Root fears.

She jumps up and brings a small pile of books from her desk to her footstool. "And we have these. I didn't have time to catalog them and I was keeping them at home." All deal with how to plan a library.

Until a new school can be built on a permanent site (the City has options on two large farm tracts) Holyoke Community College will return to the old Elmwood Elementary School which it left only last Fall in the move to the former high school which had been renovated at a cost of $1.5 million. Today only the small science annex across the street from the main building is left.

The library in the Elmwood School was too small when the student body numbered 1200. Now there are 1500 students and it seems likely that the library room will have to be partitioned to provide badly needed classroom space.

Miss Root, who is a member of the Holyoke Business and Professional Women's Club, believes any hope that the library will reopen before September is dim. Books must be collected, ordered, catalogued. The future, however, is beginning to look a little brighter.

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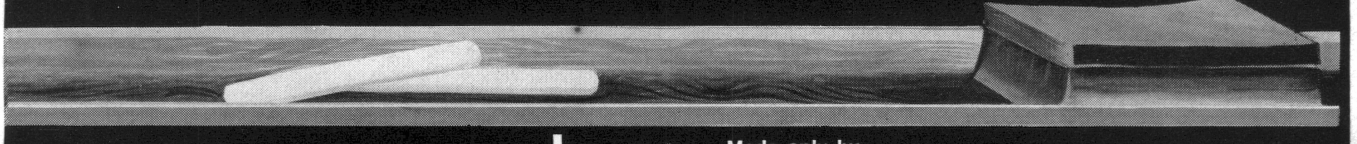

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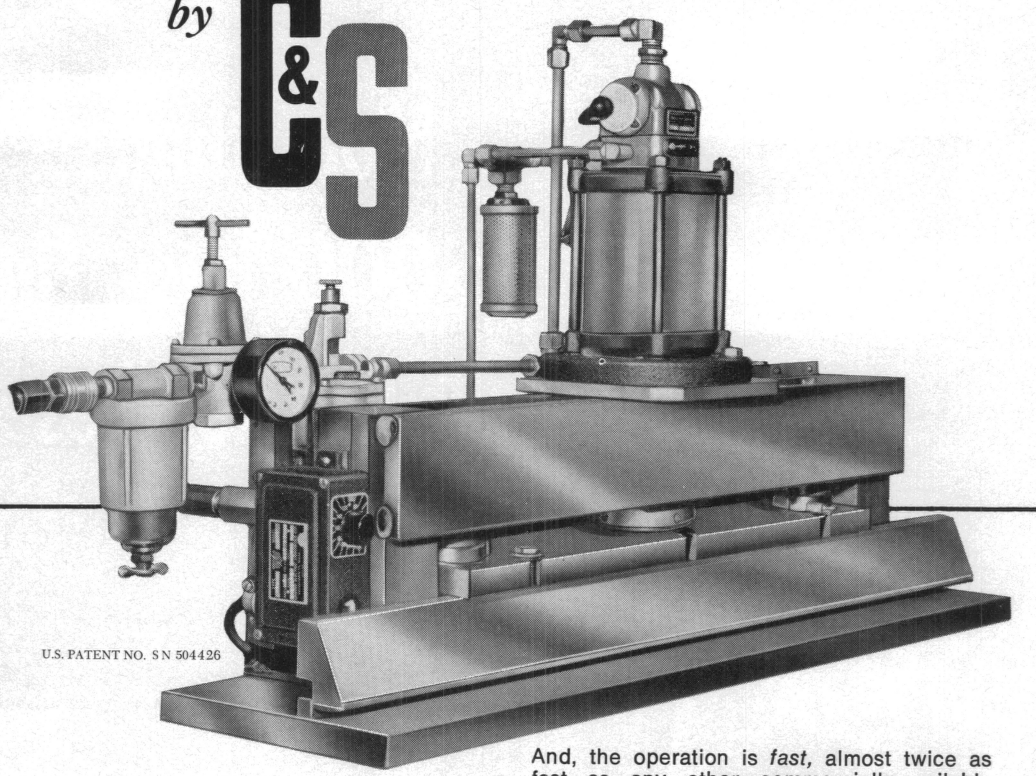

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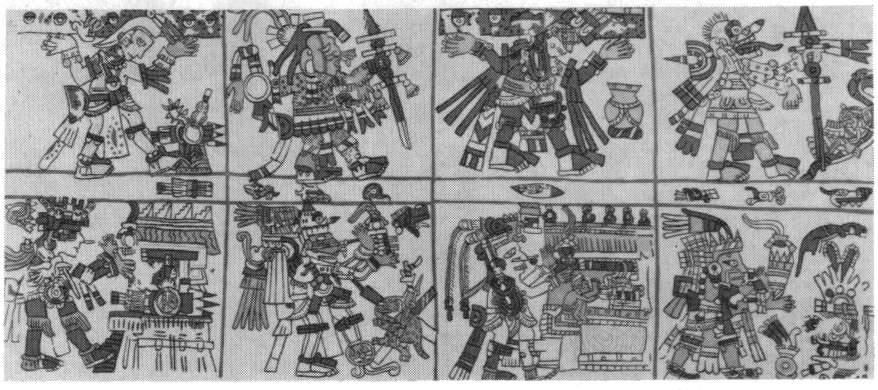
By MELVIN B. SUMMERFIELD



Mexican Picture Writing—CA. 14th Century—Vatican Library

Today we accept a book as we accept the sunrise, the grass, the flowers, a chair to sit in. It's just there. No one questions its origin. Many are not interested in its physical appearance—only what it communicates.

But to communicate, it had to have form, and this form has undergone many changes since cave dwellers used pointed sticks to draw pictures of animals on the walls of their primitive homes. Actually the base material of the book from earth to clay, to stone, to skins, to parchment, to papyrus, to paper, was not nearly so important as the markings which were made by human hands on these materials. It was by these markings which have had hundreds of changes in innumerable languages and dialects that modern alphabets developed and through which we have learned about our past, and future generations will learn about us.

Modern alphabets (with notable exceptions) are symbolic of sound. Ancient peoples very often used simple pictures to communicate their message. Sometimes it was a combination of both pictures and sound symbols. However, many of the earlier alphabets contained only consonants. It was left to the reader to supply the sound of the vowel. It was actually the Greeks who introduced the vowel into their language and gave the world writing as we know it today, making it easier to read and understand.

The Trilingual Inscription of the Rosetta Stone—British Museum

Since the readers of the "Library Binder" are well-educated, well informed men and women, we thought it would be appreciated if we publish from time to time some of the little known facts of history which have played an important part in the art of writing, and in the translation of which, we have put together the pieces of our past.

THE ROSETTA STONE was discovered in 1799 in the Nile City of Rosetta by a troop of engineers. It is about a yard square and has three texts written in three different scripts, one of which was hieroglyphic, another demotic and the third, Greek. It was through this stone that the French Scholar, Jean-Francois Champollion, deciphered not only the hieroglyphics of the Egyptians but the evolution of the hieratic writings which up to this time had been a mystery to the whole world.

THE MOABITE STONE was discovered in 1868 at the site of Dibon, the ancient capital of the land of Moab through which the Israelites traveled on

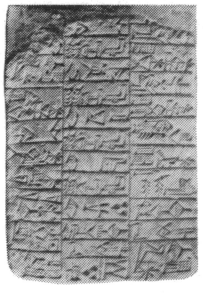
Moabite Stone—CA. B. C. 890

their way out of Egypt into the promised land of Canaan.

It was written sometime in the ninth century B.C. and contains an account of the revolt of King Mesha against the Jews. The script is classed as Oriental and was translated by Dr. Ginsburg from a cast in the Louvre.

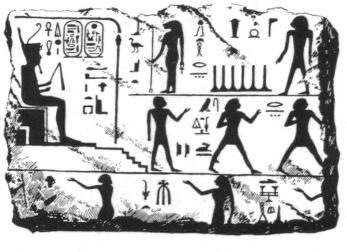
The Moabite inscription is King Mesha's version of what happened in the war with the Jews. A line for line translation with the Second Book of Kings, Chapter III, provides an amazing illustration of the peculiar merits and defects of Oriental history—writing and its interpretation by scholars of the Bible.

BAKED CLAY TABLETS are the oldest form of "book." The British Museum has pieces dating back to 4500 years B.C. Whole libraries of Babylonian documents written 3000 years B.C. are available for study—and there isn't a single



Baked Clay Tablet—Babylonian Inscription CA. 4500 B. C.

Hebrew or Greek inscription of a like age preserved to us—only copies of stories handed down. The oldest copy of the Bible dates from the fourth century A.D. —1000 years after the Assyrian records were made and buried. The earlier Mesopotamian clay books date back some 5000-7000 years B.C. Solomon who lived about 1000 B.C. is accredited with the declaration that "of the making of many books there is no end." The king of Assyria, Ashur-bani-pal, who lived only a few generations after Solomon, boasted a library of some 10,000 books—a library in which the books were numbered, shelved and classified and cared for by an official librarian. From this library we have reconstructed the history of Asiatic antiquity.



Egyptian Hieroglyphic—B. C. 1600

HOW WELL DO YOU KNOW YOUR LIBRARY BINDER?

By DUDLEY A. WEISS, *Executive Director and General Counsel, Library Binding Institute*

Not too many years ago, library binders were characterized by the small size of their plants, the number of hand operations in their processing and their reluctance to change.

Today the picture is quite different. Many library binders enjoy a volume of business in seven figures. In practically every plant, factory employers operate new electronically controlled equipment. Management has acquired the skills of modern business management, utilizing the resources of computerized devices and the latest, most efficient management tools.

The average library bindery today is a well-equipped plant, efficiently operated, and oriented in its business to the twin concepts of quality in the plant and service to its customers.

Certified Library Binders in the United States and Canada occupy positions of importance in their communities. Plants are well equipped, well maintained, employees are paid wages commensurate with those paid in their areas, and with few exceptions, each plant is embued with a dynamic and busy spirit.

LBI members are an outstanding group of businessmen. By and large, as businessmen, they participate in community affairs, as members of service clubs, school and library boards, churches and other community activities. They recognize and assume the responsibilities that fall upon business leaders in their respective communities.

Their most immediate responsibility, however, is to their customers. Over the past several years, professional librarians have tended to delegate functions of binding to administrative employees. This has been possible largely because the purchase of library binding is made easy. To get good binding, all a librarian has to do is to specify LBI Standard and use a Certified Library Binder.

While this suffices for everyday relationships between library and library binder, the professional has much to gain by a close relationship with his binder on a management level. Maintenance of library materials is an important function of the librarian. To discharge adequately the responsibilities incident thereto requires professional decisions which vitally affect a library's budget and the adequacy of the service it renders to its users.

Library binders can provide skilled, practical advice to those whose tasks involve policy decisions, and periodic review of basic matters insure the optimum program for a library. Library binders know library requirements, appreciate the alternatives available to fulfill these, and are cooperative in their efforts to achieve the most satisfactory solution of a customer's specific situation.

A STAFF TO SERVE THE NEEDS OF A GROWING INDUSTRY

During the last several years the library binding industry has grown at a rate far greater than ever before and there is every indication that this trend will continue. The increased demand for education and learning, combined with the large amounts of federal funds available for libraries, has made our industry blossom much faster than could have been predicted only five years ago.

Through the utilization of new techniques and the development of new machinery, library binders have been able to increase production and turn out a better product for less money than would be required to purchase a duplicate copy of the original book. This fact, combined with the assurance that a library bound book will provide up to four times the number of circulations, enables the library to use the dollar savings to add new volumes to its collection.

Today the Library Binding Institute serves as an autonomous trade association to promote certified library binding —a process by which uniform standards, materials and practices are adopted in the binding of a book.

Two men have been responsible for the growth of the library binding industry, and these men, along with their capable staffs, continue today to serve as counselors in anticipating and solving the problems of the future. It is fitting that we take a few paragraphs to acquaint our readers with the staff which makes LBI a functioning and active organization.

Dudley A. Weiss, Executive Director Nand General Counsel for LBI, has been a practicing lawyer since 1937, and is associated with the firm of Mahony, Weiss & Brock. It was under his leadership and guidance that the the Library Binding Institute became a unified group and grew to its present stature, and prominence. There are few trade associations which provide as much information to their members as does LBI, and all of it stems from the dynamic leadership which Mr. Weiss has provided. In addition to his position with LBI, he specializes in corporate and probate law for a number of manufacturers in a variety of industries. He is also a director of several corporations, and between 1948 and 1950, he was an instructor at Northeastern University.

Mr. Weiss was educated in the Medford Public School System, following which he attended Harvard College. In 1934, he graduated Harvard Magna Cum Laude and was a member of the Harvard Chapter of Phi Beta Kappa. He received his law degree from Harvard University in 1937. Residents of Newton, Mass., Dudley and Thelma Weiss have a married daughter, Eleanor, and are the proud grandparents of a baby girl.

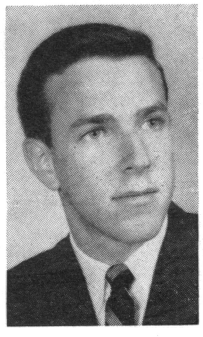
The following is a list of organizations to which Mr. Weiss belongs: United Lodge A.F. & A.M.; Harvard Club of Boston; Harvard Law School Association; New Century Club; American Bar Association; Boston Bar Association; Massachusetts Bar Association; Norfolk County Bar Association; Middlesex County Bar Association; American Judicature Society; American Library Association; Academy of Political and Social Sciences; Archeological Institute of America; American Institute of Graphic Arts; American Society of Association Executives; Friends of Newton Public Library.

Melvin B. Summerfield, Public Relations Director for LBI, is President and Chairman of the Board of Franklin Advertising Service, Inc. This year celebrates the 40th anniversary of a company which includes almost fifty clients in industries geographically dispersed from Vienna, Austria, to the midwest United States. Author of many articles on marketing and merchandising, Mr. Summerfield has also produced a number of industrial and educational films, including "The Art That Binds" and "From Babylon to Bibliotheque." During his years with the Library Binding Institute it has been his responsibility for creating the image by which Certified Library Binding is recognized throughout

the school and library world for its necessity in maintaining collections and increasing the circulation of books.

Mel Summerfield was educated at the Roxbury Latin School, the oldest privately endowed school in the country. In 1928, he received an A.B. Degree from Harvard College. In addition to his work in the advertising field, he actively serves as director of several corporations, including Guaranty Trust Company and Colonial Candle Co. of Cape Cod, Inc. He has further served as regional chairman of the Industrial and Commercial Division of the 1964 United Fund Drive. Having recently moved to Cape Cod, Mel and Jeri Summerfield have a daughter, Joan, who is an artist and a son, Martin, who is associated with his father in business.

The following is a list of the organizations to which Mr. Summerfield belongs: Past Master, Major General Henry Knox Lodge of Mass. A.F. & A.M.; Past Proxy to the Grand Lodge of Mass., A.F. & A.M.; National Sojourners; Heroes of '76; Brandeis University Associate; National Industrial Advertisers Association; American Newspaper Publishers Association; Agricultural Publishers Association; Associated Business Papers; Newton Rotary Club; Newton Chamber of Commerce; Alpha Mu Sigma Fraternity; Harvard Club of Boston; Harvard Club of Cape Cod; Hyannis Yacht Club.



Martin A. Summerfield, Vice-president of Franklin Advertising Service, Inc., has become increasingly active in the public relations program of the Library Binding Institute. As a member of the Young Binders group, he has been an active participant in the convention meetings.

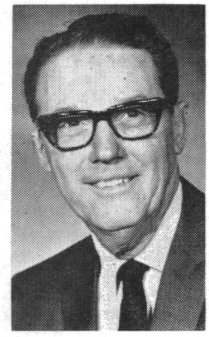
Martin was educated at the Roxbury Latin School, and received an A.B. in History and Government from Western Reserve University in 1964. He is now attending Boston College at night, working for a Master's Degree in Business Administration. At both prep school and college he was Business Manager of the yearbook. Married for just one year, Martin and Carol Summerfield reside in Brookline, Mass.

Outside interests include politics and community service to which end he was recently elected to a second 3-year term as Town Meeting Member in Brookline, Mass. Other activities include Newton Rotary Club; Brookline Council for Planning and Renewal; Brookline Town Meeting Members Association; Brookline Taxpayers Association; Newton Chamber of Commerce; Brookline Republican Town Committee; and the Ripon Society. In college he belonged to Zeta Beta Tau Fraternity.

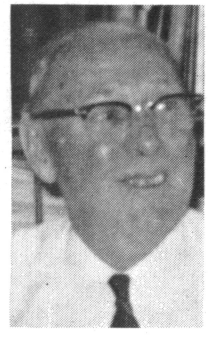
Claire V. Kenney, Executive Secretary of the Library Binding Institute, has served in this position for about 18 months. She was born and raised in Lunenburg, Mass. Following her high school graduation, Claire moved to New York City where she worked as an airline hostess and taught at an airline training school. She has served in a secretarial capacity in a number of professions and industries in New York, San Francisco, Worcester, Mass., and for the past 7 years, in Boston. Throughout her working career Claire has taken a number of courses at night school and is presently studying statistics at Suffolk University. Last year she attended the Institute for Organization Management at Syracuse, New York.

Deborah Mary Kimball, joined the LBI staff about 1½ years ago, and is responsible for the day-to-day activities of the office. She was born and raised in Danvers, Mass., and has attended Framingham State College and graduated from Chandler School for Women in 1966. Outside interests include painting, and she has exhibited her work in the Rockport Art Festival. Now living in Beverly, Mass., Debbie is taking night courses in psychology.

As part of the continuing LBI program to provide quality library binding to libraries and schools, the association has established a quality control program which is unlike that in any related industry. Each year our inspectors, along with the executive director, select the binderies to be visited; and at the specified time, an unannounced visit is made to the specific member. This procedure accomplishes two purposes: First, it keeps every member on his toes with regard to the procedures and materials that go into his bindings; and second, it serves to protect the binders' customers, who can be assured that they are receiving the quality workmanship for which they are paying. Two well-qualified men administer the quality control program:



William H. Foley, head of the LBI Quality Control Program, was raised in Texas and first became associated with the graphic arts industry while working in a combination newspaper, print shop and bookbindery. In 1940, he migrated to Los Angeles, California, where he was asked to develop a bookbindery to service the entire city. As a result of the success of this venture, he became associated with the University of California in the development of a print shop and bindery department on the Los Angeles Campus—one which would be responsible for servicing the Santa Barbara, Los Angeles, Riverside, Irvine and San Diego campuses. Starting with 15 employees in 1946, the combined operation now employs 89 individuals, and it's still growing. It was not long after the University of California became an institutional member of LBI, that Mr. Weiss requested Bill Foley to administer the quality control program, and it has been only as a result of his guidance that it has become so successful.



The second member of the LBI quality control staff is Joseph F. Coughlin. Mr. Coughlin was born and still lives in Norwood, Mass. In the Norwood Press Bindery where he remained until 1943, when he became manager of the H. R. Huntting Company, Springfield, Mass. In order to more efficiently serve the Huntting Company, the bindery division separated from the library and sales division in 1958, and became known as the New England Bindery, Inc. At that time Joe Coughlin was installed as plant manager and President, and it was only in 1966 that he retired as manager. He did, however, retain the position of President until May 1, of this year, and will continue to serve the New England Bindery as well as the H. R. Huntting Company as a consultant and director.

An an inspector in the LBI quality control program, Joe can continue to serve the industry of which he has been a part for so many years.

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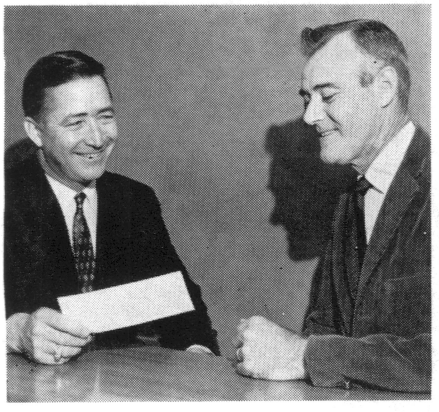
EVERYTHING FOR THE LIBRARY BINDER

MOTTER BOOKBINDING ESTABLISHES SCHOLARSHIP

The Robert T. Motter Library Science Scholarship, in the amount of $1000, has been established for the Department of Library Education at Oklahoma State University. The scholarship was created by the Motter Bookbinding Company, Muskogee, Oklahoma, in memory of its founder, Mr. Robert T. Motter, long a friend and aid to libraries and librarians in the state and region.

The scholarship committee, comprised of Miss Margaret Linn, Mrs. Nancy Amis, Mrs. Della Thomas, and Dr. Roscoe Rouse, stated that the purpose of the award is "to encourage a promising young person to enter the school library profession."



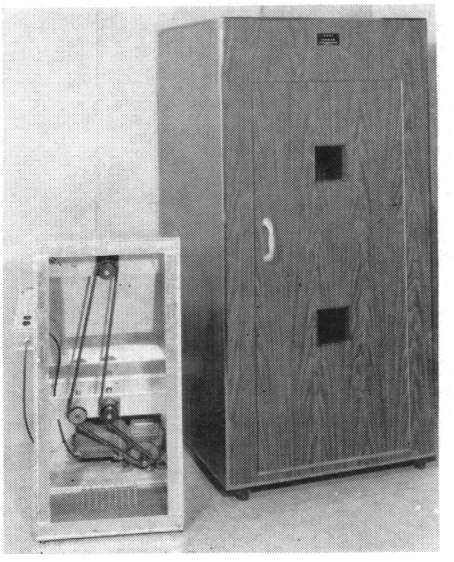
Robert T. Motter, Jr., presents scholarship check to Dr. Roscoe Rouse.

The Motter Scholarship is open to candidates, men and women alike, with at least junior standing, as well as graduate students interested in the library field. The scholarship will be awarded to an individual desirous of studying in the library education program at Oklahoma State University, and the recipient will be chosen on the basis of "proven scholastic ability, plus aptitude and potential for growth in the profession of librarianship."

Deadline for filing applications for the Motter Scholarship is July 1, 1968. Application forms will be sent to all who request them, but a personal interview in Stillwater is required. Inquiries may be addressed to Dr. Roscoe Rouse, Head, Department of Library Education, Oklahoma State University, Stillwater, Oklahoma 74074.

HERTZBERG-NEW METHOD PURCHASES TESTING MACHINE

A book testing machine to help determine the quality of a binding was purchased in November by Hertzberg-New Method, Jacksonville, Illinois.



The machine was developed by the American Library Association to scientifically put a book through the process of deterioration. By use of a series of rotating trays lined with an abrasive material, a book receives the equivalent of 35 library circulations in a single hour of testing. Careful inspection after this torture treatment will reveal wear points and weaknesses in the binding processes which may then be corrected.

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SILVER BOOK AWARDS - 1968

Once again the Library Binding Institute has presented silver book awards to three individuals who have been cited for their outstanding work in the library field.

As stated on these pages in the past, the silver book award was established in 1958, by the Library Binding Institute. Each year the members of L.B.I. in Canada and the United States are invited to nominate individuals for the awards, after which the Awards Committee selects those nominees who, in their opinion, have made the most significant contributions.

Miss Marie Creager was presented the

silver book award by O. Paul Heckman, President of The Heckman Bindery, Inc., North Manchester, Indiana, upon her retirement in January. The inscription on the book reads as follows: "In recognition of 49 years of dedicated service to the North Manchester Public Library."

Dr. Sarah Law Kennerly of the North Texas State University library service faculty was awarded with a silver book for her outstanding professional achievement in connection with summer institutes for school librarians. The presentation was

made by George T. Hardesty of New Method Book Bindery, Inc., and past director of the bindery on the campus. In addition to running summer institutes, Dr. Kennerly is vice chairman and chairman-elect of the Teachers Section, Library Education Division, American Library Association, and has recently been elected delegate-at-large in the Texas Library Association.

A third silver book was presented to Ernest I. Miller, Librarian for the Public Library of Cincinnati and Hamilton County. Presenting the award was Walter H. Rush, Vice President-Sales of the Geo. A. Flohr Co., Cincinnati. The citation reads as follows: "He has faithfully served the community for many years, often going above and beyond the call of duty to fulfill his position as Head Librarian."

In attendance (from left to right) were Okey Hatcher, Art Guild Bindery, Inc.; Walter H. Rush and George T. Vonder Haar, Geo. A. Flohr Company; Ernest I. Miller; and John H. West, Weise-Winckler Bindery, Inc.

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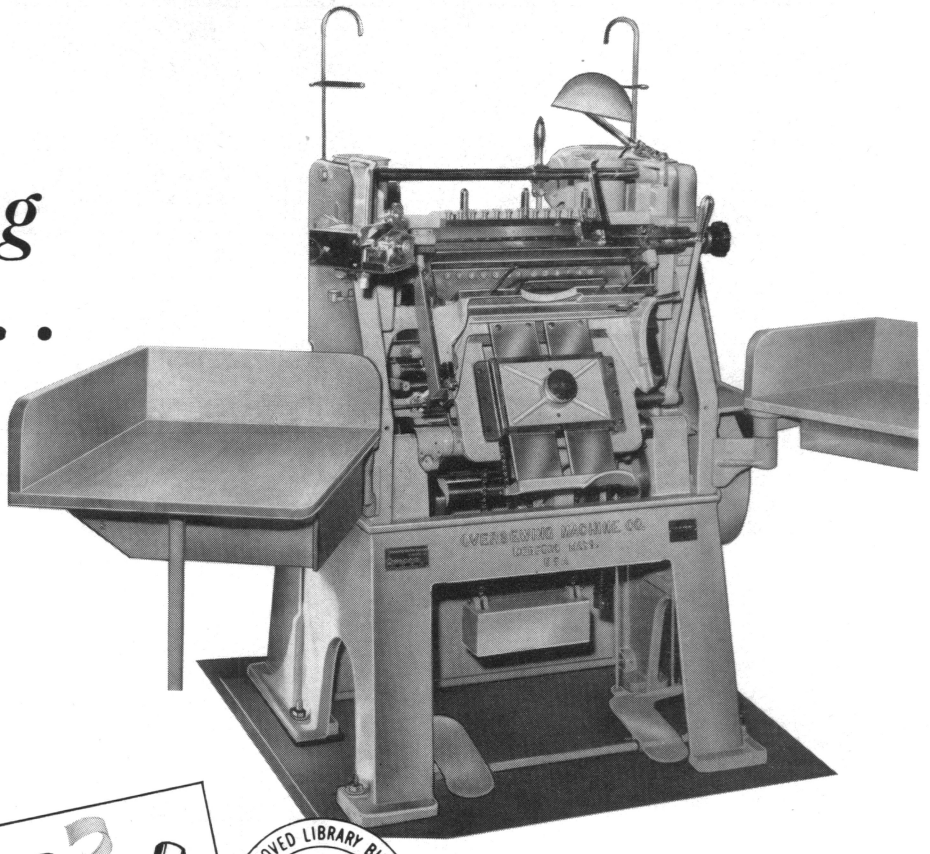

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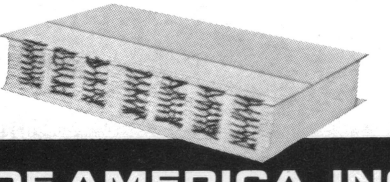

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EVERYTHING FOR THE LIBRARY BINDER

THE BOOK SHOP ON CORNHILL

By MARTIN A. SUMMERFIELD

George Gloss, proprietor of the Brattle Book Shop, is something of a unique figure in the used book business. His shop, located in the Cornhill section of Boston, is the oldest continuous antiquarian book shop in America.

The original store began as Burnham's in 1825, became Colesworthy's and finally the Brattle Book Shop. For one hundred and thirty-seven years, until 1962, the shop remained at the same location. In that year, however, the emergence of the new Government Center forced its move down the street to Sears Crescent, and the following year it again moved, this time only a few doors away. In late 1963, a fire destroyed some 300,000 books, and shortly thereafter George Gloss moved the Brattle Book Shop to its present location at 163 Washington Street.

Now the Brattle Book Shop is about to move again. The Cornhill section of Boston, once renowned as the book and book shop center of the city, is being forced out of the area by the Boston Redevelopment Authority. It is already one of only a few stores remaining in the area, and the last of thirty-five bookstores which once existed there.

While recognizing that he will eventually have to move from his present location, George hopes that he will be able to relocate somewhere on Cornhill because of its historic significance to the city of Boston.

It was on this spot that *the Liberator,* written for thirty years by William Lloyd Garrison, and *Uncle Tom's Cabin* were first published, and the Anti-Slavery Society had its offices. Whittier, Lowell and Emerson used to meet there for their discussions of events of the day; and presidents, from John and John Quincy Adams to John F. Kennedy, enjoyed the facilities which the book shops on Cornhill provided.

From early childhood George Gloss was deeply interested in old books. Even as a youngster he used to collect them, traveling in a single day from Cornhill to the Morgan Memorial to Cambridge, hoping to find something valuable. If he couldn't afford a particular book, he'd ask the clerk to hold it for him until he had the money, or he might trade for it.

Following his attendance at Boston University, George worked at a variety of sales jobs and at the same time continued to collect and sell as many old books as possible. In 1948, when the Brattle Book Shop was purchased by a New York firm, he began working there, and within two years had become the new owner.

A typical day for George Gloss begins as early as 6:00 A.M., with his searching for books in various locations around the city. His rounds might include the many warehouses, junkyards and depositories which are known to most book sellers, but he also has his own special spots — places where he has staked claim to any old books that come in. By the time he reaches his shop at 9:00 A.M., he may have collected as many as 200 volumes to add to the overflowing shelves.

George Gloss in the Brattle Book Shop.

George looks specifically for books which have color plates or ones which might be of special interest to his regular customers, including law books, history books, etc. Each week he purchases about 2000 volumes, and today the three floors in his shop contain 350,000 books.

While some of the "finds" George makes might be valuable, others are merely duplicates of those which are already on his shelves; but it's the prospect of finding a rare edition that is really exciting. Only recently he discovered a group of books originally owned by John Greenleaf Whittier. He is always adding new volumes, and even his most regular customers admit that they are unable to keep up with his acquisitions. Some years ago George presented President John F. Kennedy with a collection of clippings and cartoons about his grandfather, former Boston Mayor John Fitzgerald, to which the President promptly responded with a note of thanks.

During the day students and others come to the shop with crates and cartons of old books to sell, and most of them wait while George makes an offer. One might wonder what formula he uses to decide which books to accept and which to reject, as well as how much to pay; but this is all part of the mystery of George Gloss.

A first look at the Brattle Book Shop makes you question how any one person can know the whereabouts of a particular volume. Books are scattered everywhere, and the buyer just doesn't know where to start; but George Gloss knows, and he can pinpoint almost any book in the store. If the book isn't in one place, just ask and you'll be directed to another and another until it's found.

While some old and valuable editions may be traded here by wealthy bibliophiles, libraries and private institutions, most literary objects of this nature pass silently from collection to collection without the public even being aware of their existence; and although George acquires rare books for business reasons, he always exhibits a personal enthusiasm which has to be greater than that of any purchaser.

While performing his daily activities around the store, George somehow finds the time to serve as official book appraiser for Franklin Pierce and Emerson Colleges, as well as the Boston branch of the University of Massachusetts, without pay. For a period of five years he also served in the same capacity for Boston University.

In the coming months when George Gloss must finally move, he will again give away a large number of books, approximately 75,000. We say again because on two previous occasions, in 1962 and 1964, he gave away 25,000 and 50,000 volumes, respectively. But until that day, George Gloss continues his search for rare books, always hoping for the one miracle which will enable him to keep his famous book shop on Cornhill.

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BOOKS, BARS AND BARBER SHOPS

By BESSIE BULLOCK, *Brooklyn Public Library Community Coordinator*

In the alphabet of the Brooklyn Public Library, there are three "B's"—for bars, beauty parlors and barber shops. This may sound a little odd, but they are part of an off-beat effort to reach that part of the public which never gets into a library.

In several of these popular neighborhood locations in the disadvantaged areas of Brooklyn, we have set up a "little library" (as one proprietor put it), consisting of a few paperback reference books lodged in a small stand. The books are for the patron's use while he or she is in the establishment—to look up a definition, to settle an argument, or just to browse through. The idea is to have the books used but not circulated, just like regular library reference collections.

The basic selection includes, among others, THE WORLD ALMANAC, CONSUMER REPORTS BUYING GUIDE, THE COMPACT BIBLE, *BASIC DICTIONARY* OF AMERICAN ENGLISH, THE ABC'S OF BEAUTY, WHAT SHALL WE NAME THE BABY?, and THE CLUB MEMBERS HANDBOOK.

In every case, the operators of the businesses were quite amazed at the concept of a collection of books in their establishment. Many were suspicious and very cautious about "committing" themselves to something that they didn't quite fully understand. *All* wanted assurance that they would not be responsible for any damages or losses of any materials, that they would not have to maintain any formal records. Several were convinced that this was a gimmick to sell the paperbacks (which, of course, it wasn't!). I pointed out to each that there were no responsibilities attached—that what we wanted was their cooperation, that I would come back after a few weeks to get their comments, good or bad, and the reactions of their patrons.

The bars were the most difficult to bring into the venture. Some were afraid such distractions would cut down on the amount of drinking done. But the owner of one on Flushing Avenue provided me with one of my happiest experiences in the entire project. Not only did he accept a "3-B" kit but, on my return to the bar for a check of the collection, the kit was in view and showed signs of good usage, with nothing missing!

I was offered "a little something" to fortify me against the cold weather (I elected to take a rain check) and was told that the bar clientele were using the various titles in the collection, and that most, on seeing it for the first time, were quite flabbergasted to find it there! I was told that THE WORLD ALMANAC and the CONSUMER REPORTS BUYING GUIDE were very often used. I wondered about the BIBLE —would they like me to replace it or any other title with another paperback? This was met—here, of all places!—with a resounding "NO."

As I was leaving, I was very pleased to hear the manager say, "You know, this is a real good idea—I never thought it would work."

One of the most difficult people to convince was the owner of a barber shop on Graham Avenue. He seemed a little annoyed at the idea of having a female "invade" his male domain, and he was very suspicious about the whole idea—but "if you want to try it, you can." On my first revisit, he was a new person! He was immensely pleased with having the kit, and had even done a labored and neat repair job on the stand, explaining, "they take out the books and put them back so much that it was wearing out the box they're in, especially those kids from the school."

Between customers, he, too, used the books—"You got a lot of good stuff there. I didn't know that the library did this kind of thing."

The owner of a barber shop on Flushing Avenue was enthusiastic from the moment he heard of the project and wanted the kit put up the very day I suggested it to him. The little shop was quite well patronized when I set up the collection, and several teenagers present went eagerly through the collection, and commented on the titles and exclaimed over them. Adult customers joined in their delight and the owner himself was joined by two other barbers, who left patrons in the chair, one with his face lathered for a shave, to share in examining the books!

On a later visit the owner asked for a *second* kit! We sent him one that included BASEBALL'S HALL OF FAME, GUINNESS BOOK OF WORLD RECORDS, DOUBLE YOUR READING SPEED and assorted books of short stories, and several people started coming into his shop regularly just to read them.

The reaction to the placing of collections in the beauty shops was much the same as the barber shops. In one case, the owners were reluctant to take a kit but soon many of their customers were

expressing delight over having them there when they came for their regular appointments. All felt that they were lucky to have a library that was "so George" for doing something like this!

Only one incident has marred an otherwise perfect record. One whole kit, including the stand, disappeared from a bar. The paperbacks I can understand, but I can't think what could be done with the stand!

In the case of all other locations, several things were notably consistent—nothing had disappeared; patrons had all been very pleased with the books and generally amazed that the library would "go to the trouble" of placing them within such easy reach; all the collections showed signs of heavy usage. There have been many inquiries about expanding to billiard parlors, doctors' offices, etc. Though there is no present plan for that, it seems obvious that people *are* interested in reading if we can reach them.

Apparently, we have underestimated them. In the "deprived" areas that I serve, certainly it has been shown that people are potentially better readers than we have thought them to be, with more varied interests and more insight than would be at first considered. The "3-B" project, in my experience, has achieved all that we had hoped it would. In fact, I have been told several times that persons have gone to the library and gotten a card as a result of contact with one of the "3-B" collections.

To paraphrase a famous quote: "Today the B's—tomorrow the whole alphabet!"

3-B BOOK LIST

(subject to addition and deletion)

Gessel's Institute's *Parents Ask*
Webster's New World Dictionary
Basic Dictionary of American English
Dr. Spock's *Baby and Child Care*
Fannie Farmer's Cook Book
How To Be An Effective Secretary
The ABC's of Beauty
Clubmembers' Handbook
What Shall We Name The Baby?
Cruden's Handy Concordance
Compact Bible
Saki's *Incredible Tales*
O. Henry's *Surprises*
Double Your Reading Speed
Edwards' *Strange People*
Come Out Of The Wilderness—by James Baldwin, Richard Wright, etc.
Life Insurance—How To Get Your Money's Worth
Guinness Book of World Records
The World Almanac
Consumer Reports Buying Guide
Baseball's Hall of Fame

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Continued from page 5

salesmen on the same syndrome. They have been taught to believe that it's not what you communicate; it's what people think you communicate that sells space. So the emphasis in media sales and buying is placed not on the *communication* value of media but only on the volume of exposure.

Arthur Stein, publisher of *McCall's,* speaking to the American Business Press editors at Arden House last fall, complained about "a diminishing respect for content in the general and business press—brought on by a preoccupation with the mechanical trappings and techniques of journalism . . . preoccupation with speed and razzle-dazzle.

"I think the time has come," Art Stein said, "to question whether the well worn philosophy that *one picture is worth a thousand words,* in light of the changes taking place in our society, is still valid. Perhaps we have already worshipped too long at the altar of graphics and brevity under the misapprehension that this is the way to communicate with the American masses."

Isn't it time to get back to the true purpose of print media: To communicate through well-chosen words and informative pictures to those persons—albeit fewer—who are of a mind to *read*?

Isn't there some way to advance media research from nose counting to the evaluation of idea transfer?

Can't we put some brakes on the overselling of audience numbers; and put more steam into the selling of audience quality—both in terms of selective readers reached, and in terms of the volume of *communication* per page?

LBI WELCOMES INSTITUTIONAL MEMBER

Ervin A. Dennis, Associate Professor of the Dept. of Graphic Arts of Stout State University, Menomonie, Wisconsin, has recently been accepted as an institutional member of the Library Binding Institute.

Mr. Dennis was born and raised in Lyons, Nebraska, and has received undergraduate degrees from Norfolk Junior College, Norfolk, Nebraska, and Colorado State College, Greeley, Colorado. His graduate work includes a Master of Arts degree from Texas A & M University. He has had teaching experience in the graphic arts at the high school level—Central High School, Fargo, North Dakota; at the College level—California State College, California, Pennsylvania; and at the University level—Texas A & M University and Stout State University, where he presently serves as Graphic Arts and Graduate Advisor.

Mr. Dennis is a member of a number of professional associations and has published a number of books and papers including: Graphic Arts Section of a General Shop Book, 1968; A High School Graphic Arts Textbook, Co-Author, in Progress; "An Experimental Analysis of Industrial Arts Concerning the Accomplishment of Selected Objectives," *Journal of Industrial Teacher Education,* March, 1967; and "Television in the Graphic Arts Classroom," *Visual Communications Journal,* Spring, 1968.

Now, as a member of LBI, we hope that Mr. Dennis will take an active part in the activities of our association.

H. R. HUNTTING COMPANY PROMOTES HORTON

The H. R. Huntting Company, Inc., Chicopee, Mass., has a new General Manager: Mr. B. R. Horton. A native Texan and Navy veteran, "Bo," as he is known, is a young man with wide experience in all phases of the book business. He began his book career while attending the University of Houston, from which he graduated in 1950. After several years in the retail book trade, he joined the Huntting Company in 1954. Since that time he has served throughout all departments of the company, becoming in turn, manager of operations, Vice President, Director, and now General Manager, to which position he was promoted in February.

JACKSONVILLE SEMINAR CROWNS LBI SPRING MEETING

The May 1968 meeting of the Library Binding Institute held at the Ambassador Hotel in Chicago was one of the biggest in history. However, it grew even larger when, following the two-day session, binders, some wives and many associates moved en masse to Jacksonville, Illinois as guests of Hertzberg-New Method, Inc. and New Method Book Bindery, Inc.

The first day in Jacksonville was spent visiting Hertzberg-New Method, Inc., where a brilliant seminar under the direction of Mr. Lawrence Hertzberg and his staff was conducted. Following the seminar, lunch was served, and the afternoon was devoted to inspection of the plant and to individual group discussions. The pictures on the opposite page are but a few of the candid shots taken during the day.

The day ended with dinner at the Jacksonville Country Club where the visitors were guests of the Hertzberg and Sibert families. It was a gala affair with everyone having a chance to talk to everyone else, to enjoy a sumptuous meal and to renew old acquaintances. Your editor didn't count the heads but at least a hundred attended this gay party.

The second day in Jacksonville took the group to the New Method Book Bindery, Inc., for a tour of the newly enlarged plant producing "Bound-to-Stay-Bound" prebound books, where an inspection was made of the latest methods and specially developed modern equipment. After a coffee "KLATCH" luncheon the group departed for their various cities and homes. It was one of the finest excursions LBI had ever made and one more step in the progressive history of "The Art That Binds."

COFFEE

STEVE HECKMAN - YOUNG BINDER ON THE GO

Stephen P. Heckman, Treasurer of the Heckman Bindery of North Manchester, Indiana, and a prominent member of the Young Binders group of LBI, was recently selected by Rotary District 654 to travel to New Zealand and the Fiji Islands. The trip is part of a new program under the direction of the Group Study Exchange of the Rotary Foundation, and has been designed to promote better understanding and friendly relations among the peoples of the world.

Steve Heckman, at the age of 27, is a native of North Manchester, where he continues to live and work. In 1961, he graduated from Indiana University with a B.S. in Business Administration. During his college days he was a member of Beta Theta Pi fraternity and "The Singing Hoosiers," a choral group with whom he traveled to Western Europe in the summer of 1961. Having been in R.O.T.C. while at college, Steve was commissioned a second lieutenant several months after graduation, stationed at Fort Carson, Colorado.

Upon his discharge in 1963, he returned to North Manchester to actively participate in the operation of Heckman Bindery, first as secretary-treasurer, then office manager and finally general manager since 1965.

In the community Steve has been active in a number of organizations. He is a member of the North Manchester Foundation; on the library Board of Trustees; Chairman of the Community Blood Program; and is immediate Past President of the Chamber of Commerce. He is also a member of the Church of the Brethren Choir and the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc. Locally in North Manchester, he may often be heard singing in the "Three Dads and a Lad Quartet."

Just prior to his leaving for the South Seas, Steve was presented the Jaycee Distinguished Service Award for his service to the community and achievement through service work.

Finally, the North Manchester News-Journal named Steve the most eligible bachelor in town. Watch out, Steve, on your return home.

TESTIMONIAL TO A BINDER

Ed. Note: The following letter, dated Jan. 4, 1968, was received by one of our members to express the library's appreciation for a "job well done". The names of the library and its director remain anonymous.

Jan. 4, 1968

Dear Sirs:

While our new building was being erected we made plans for the interior, the key of which was to be shelves "decorated" with books. We told Joseph Ruzicka, Inc. what we had in mind, so that all binding orders during the latter part of 1965 were done in bright red, green and gold to enhance the decoration feature.

When we moved into the library in March of 1966, our book stock was indeed a keynote in the color scheme. Cinnamon-finished maple was used throughout the building, but nowhere does it appear to better advantage than where it is adorned with our bright, up-to-date collection of "use" books, many of them conserved by Ruzicka binding.

Binding books worth saving-for-use has been a necessary part of every library program of which I have been a part. An imaginative new books budget can be made to assume real proportion with a quality binder to keep other books in appealing condition.

Sincerely,

Director

Even peanut vendors are able to utilize the services of library binders. Above, one of the shipping cartons from Joseph Ruzicka, Inc., Greensboro, North Carolina, is used for storing nuts. (The picture was taken on the steps of the State Capital Building, Raleigh, N. C.)

BROWN MOVES TO F. J. BARNARD

Franklin R. Brown, for many years a familiar face in the New York area, recently joined F. J. Barnard & Co., Medford, Mass., as Vice President in charge of Production. Frank was associated with Chivers Binding Company, Staten Island, for 42 years, most recently serving as Vice President and Director. Now, following the sale of Chivers, Frank moves to Barnard, with whom he had become closely related during his years in the industry. The Browns will move to Bedford, Mass., in early June.

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NEW METHOD PROMOTES THREE

At a recent meeting of the Board of Directors of New Method Book Bindery, Inc., Jacksonville, Illinois, three men were elected officers of the company.

Tobie Carbone, special assistant to the president since March, 1966, was elected Treasurer; Ralph Evans, who has been with the firm 18 years, first as a sales representative and then as sales manager, was named Vice President-Sales; George Hardesty, production and personnel manager since 1962, was elected Vice President-Production.

Pictured above from left to right are: (seated) Lawrence D. Sibert, Chairman of the Board; and Robert F. Sibert, President; (standing) Carbone; John Chapman, Secretary; Hardesty and Evans.

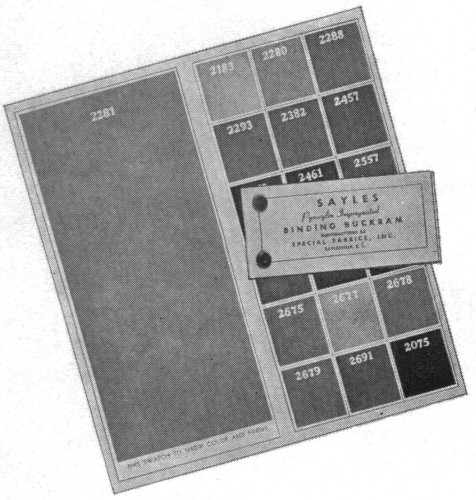
BROWN BROTHERS PROMOTES THOMPSON

Thomas B. Chipman, President, The Brown Brothers Limited, has announced the recent promotion of C. Vernon Thompson, formerly sales manager, to Vice President-Sales. Vern Thompson is well known to the stationery trade in Canada, where he has served Brown Brothers as sales manager for the past three years. His promotion reflects the increasing importance of sales management in the executive structure of the company.

CONGRATULATIONS TO ERNEST MARSHALL

One of the newest members of L.B.I., Ernest Marshall, President of Modern Binding Corp., Portland, Indiana, has been elected President of the Associated Employers of Indiana, Inc. The Associated Employers group has been in existence since 1904, specializing in labor relations, personnel practices and policies to help Indiana businesses grow and profit. We wish Mr. Marshall much success in this position during the coming year.

New! Improved!!



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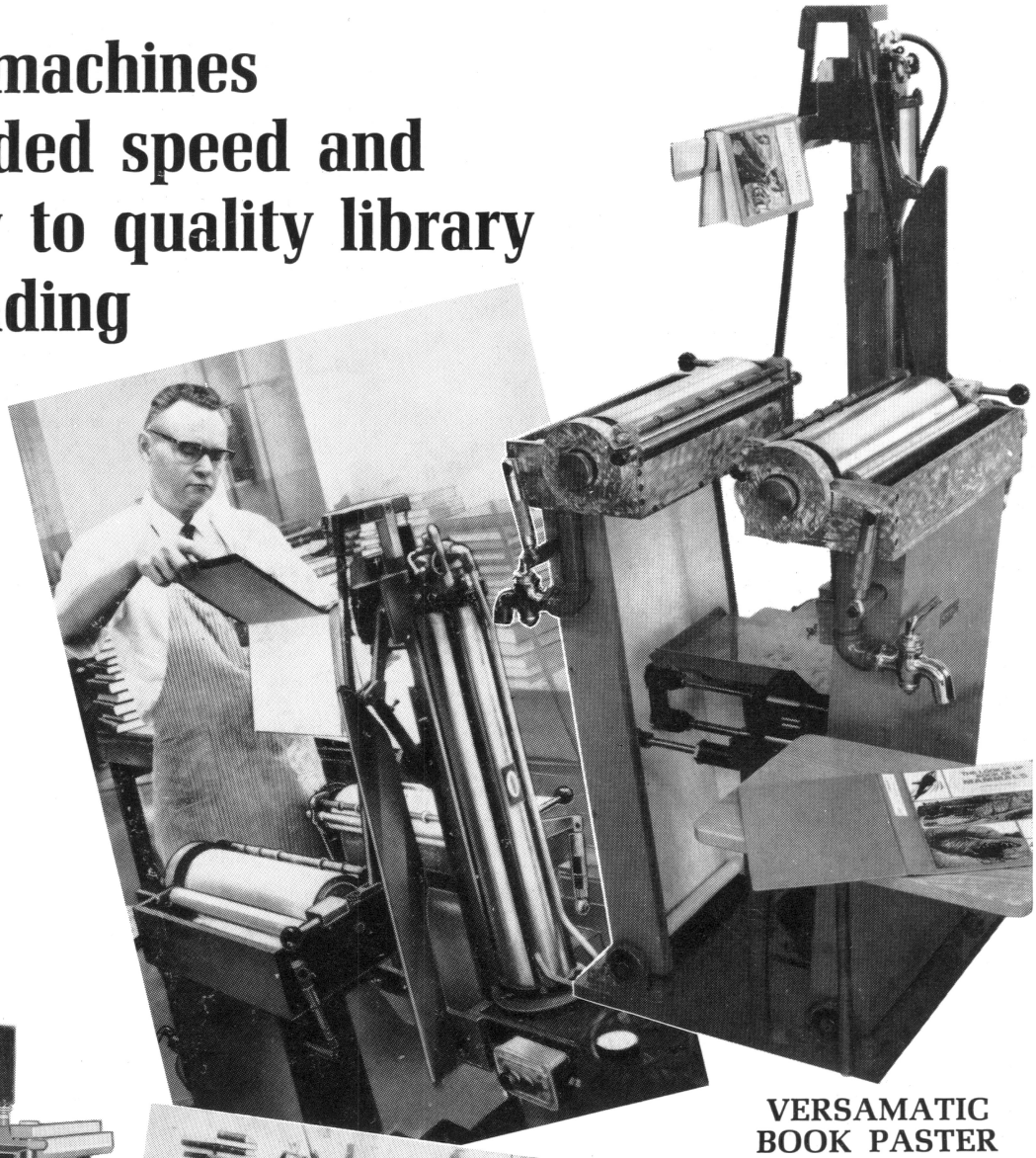

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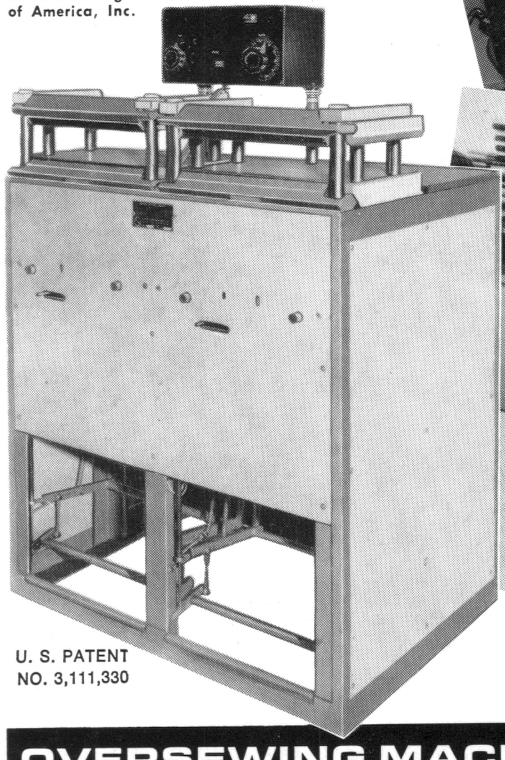

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